

ABSTRACT

This study aims to analyze the effect of brand experience on brand loyalty with brand image and brand trust as intervening variables. This research uses brand experience variable as independent variable, brand loyalty variable as dependent variable, and brand image & brand trust as intervening variable.

The sample in this study were active students of Diponegoro University who domiciled in Semarang City with a total of 120 respondents. The data was obtained through the distribution of questionnaires which were processed and analyzed using the SEM analysis method and using the SPSS and AMOS programs.

The results showed that brand experience and brand trust had no effect on brand loyalty, while brand image had a significant effect on brand loyalty. The results of the mediation test also show that the brand image variable successfully mediates the relationship between brand experience and brand loyalty.

Keywords: *Brand Experience, Brand Loyalty, Brand Image, Brand Trust*